NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY REGION

APRIL 1992

	% VOLUME CHANGE VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
TOTAL U.S.												
PM PRICE VALUE	20.58	24.67	24.47	33.56	8.34	8.25	8.16	7.52	1.57	1.58	1.59	1.99
CAMBRIDGE	-13.37	-6.23	-4.58	0.21	2.69	2.78	2.81	2.92	-0.35	-0.21	-0.14	0.06
ALPINE	-24.34	-21.26	-19.92	-10.36	0.64	0.64	0.64	0.69	-0.19	-0.18	-0.16	-0.07
BRISTOL	-9.26	4.96	6.65	46.61	1.29	1.40	1.42	1.44	-0.10	0.05	0.11	0.49
BUCKS	-15.29	-21.65	-23.35	66.24	0.40	0.36	0.36	0.41	-0.06	-0.10	-0.11	0.17
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	3.24	3.00	2.85	1.96	2.31	2.06	1.93	1.36
REGION # 1												
PM PRICE VALUE	57.91	56.27	51.07	54.96	7.03	6.43	6.18	5.31	2.47	2.15	1.94	1.95
CAMBRIDGE	-15.93	-9.22	-8.72	2.57	1.42	1.42	1.43	1.60	-0.31	-0.21	-0.19	0.07
ALPINE	-10.06	-12.30	-12.76	-8.47	0.52	0.51	0.51	0.55	-0.07	-0.10	-0.09	-0.04
BRISTOL	-41.85	-29.04	-24.31	32.14	0.73	0.74	0.75	0.89	-0.55	-0.34	-0.28	0.23
BUCKS	-9.17	-17.04	-24.64	58.01	0.42	0.39	0.37	0.38	-0.05	-0.10	-0.14	0.14
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	3.87	3.30	3.05	1.82	3.47	2.92	2.67	1.57
REGION # 2												
PM PRICE VALUE	5.11	16.64	21.58	38.75	6.12	6.46	6.46	6.25	0.45	0.94	1.10	1.83
CAMBRIDGE	-13.87	-3.49	-2.00	1.34	2.15	2.30	2.34	2.36	-0.28	-0.12	-0.07	0.07
ALPINE	-15.59	-16.25	-13.42	-4.30	0.70	0.68	0.67	0.72	-0.11	-0.14	-0.11	-0.02
BRISTOL	6.70	40.70	46.54	#N/A	1.85	2.17	2.18	2.12	0.16	0.61	0.70	1.11
BUCKS	-34.65	-32.40	-29.19	64.84	0.32	0.32	0.33	0.41	-0.16	-0.16	-0.14	0.16
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	1.06	0.95	0.90	0.61	0.85	0.77	0.74	0.53
REGION # 3												
PM PRICE VALUE	19.79	24.12	22.97	24.63	11.98	11.90	11.84	10.82	2.34	2.34	2.37	2.41
CAMBRIDGE	-4.23	4.93	5.99	2.31	4.74	4.87	4.94	4.89	-0.03	0.24	0.36	0.26
ALPINE	-35.94	-29.05	-26.81	-19.47	0.74	0.79	0.78	0.86	-0.36	-0.32	-0.30	-0.17
BRISTOL	-9.44	-5.51	-1.71	41.66	2.22	2.31	2.40	2.50	-0.14	-0.13	0.00	0.79
BUCKS	-34.66	-28.33	-26.11	57.82	0.28	0.29	0.30	0.37	-0.13	-0.11	-0.11	0.14
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	3.92	3.56	3.33	2.10	3.08	2.70	2.47	1.44
REGION # 4												
PM PRICE VALUE	33.28	30.64	27.02	35.00	9.17	9.01	8.73	7.73	2.45	2.07	1.88	1.97
CAMBRIDGE	-17.37	-12.59	-10.60	0.86	2.67	2.78	2.78	2.99	-0.49	-0.42	-0.32	0.01
ALPINE	-25.19	-19.79	-17.38	-5.37	0.68	0.68	0.69	0.75	-0.21	-0.17	-0.14	-0.05
BRISTOL	-14.22	-10.96	-12.54	11.14	0.86	0.92	0.91	0.96	-0.12	-0.12	-0.13	0.09
BUCKS	4.63	-14.74	-21.39	67.17	0.59	0.45	0.43	0.45	0.04	-0.08	-0.12	0.18
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	4.25	4.04	3.79	2.42	3.31	2.95	2.67	1.81
REGION # 5												
PM PRICE VALUE	-3.13	1.92	7.54	26.94	7.59	7.64	7.78	7.64	0.10	0.29	0.67	1.82
CAMBRIDGE	-24.42	-21.10	-18.14	-8.47	2.47	2.47	2.54	2.75	-0.66	-0.60	-0.51	-0.16
ALPINE	-30.33	-27.94	-26.41	-14.09	0.44	0.45	0.46	0.51	-0.16	-0.16	-0.16	-0.06
BRISTOL	43.64	47.21	57.91	-19.79	0.37	0.33	0.33	0.25	0.12	0.11	0.12	-0.05
BUCKS	3.10	-10.76	-5.76	90.93	0.42	0.35	0.36	0.42	0.03	-0.03	-0.02	0.21
PM BLACK & WHITE/PL	21.52	32.26	43.90	#N/A	3.76	3.90	3.95	3.56	0.80	1.01	1.25	1.92

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NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY REGION

APRIL 1992

	APR 1991	MAY 1991	JUN 1991	JUL 1991	AUG 1991	SEP 1991	OCT 1991	NOV 1991	DEC 1991	JAN 1992	FEB 1992	MAR 1992	APR 1992
TOTAL U.S.													
PM PRICE VALUE	6.77	7.09	7.11	7.26	7.03	7.00	7.11	7.33	7.74	7.86	8.03	8.40	8.34
CAMBRIDGE	3.04	3.01	3.06	2.98	2.96	2.88	2.93	2.92	3.03	2.92	2.87	2.77	2.69
ALPINE	0.82	0.78	0.76	0.72	0.70	0.69	0.72	0.70	0.69	0.64	0.65	0.63	0.64
BRISTOL	1.39	1.40	1.46	1.42	1.37	1.37	1.41	1.53	1.66	1.48	1.45	1.45	1.29
BUCKS	0.47	0.56	0.46	0.44	0.46	0.41	0.38	0.37	0.36	0.35	0.33	0.35	0.40
PM BLACK & WHITE/PL	0.93	1.23	1.25	1.58	1.44	1.55	1.57	1.70	1.92	2.39	2.63	3.13	3.24
REGION # 1													
PM PRICE VALUE	4.55	4.52	4.67	4.73	4.73	4.93	5.06	4.83	5.64	5.38	5.67	6.56	7.03
CAMBRIDGE	1.73	1.68	1.65	1.72	1.67	1.62	1.64	1.69	1.58	1.45	1.51	1.33	1.42
ALPINE	0.60	0.63	0.64	0.54	0.55	0.54	0.55	0.54	0.57	0.49	0.53	0.48	0.52
BRISTOL	1.28	1.15	1.00	0.95	0.89	0.90	0.94	0.90	0.98	0.82	0.76	0.72	0.73
BUCKS	0.47	0.51	0.42	0.42	0.40	0.33	0.31	0.31	0.32	0.30	0.33	0.42	0.42
PM BLACK & WHITE/PL	0.39	0.47	0.65	1.02	1.14	1.44	1.55	1.27	2.13	2.25	2.45	3.58	3.67
REGION # 2													
PM PRICE VALUE	5.67	5.86	6.27	6.01	6.26	6.08	6.27	6.38	6.12	6.43	6.65	6.62	6.12
CAMBRIDGE	2.43	2.48	2.47	2.32	2.42	2.32	2.40	2.34	2.17	2.44	2.37	2.39	2.15
ALPINE	0.61	0.76	0.83	0.70	0.73	0.73	0.75	0.75	0.73	0.64	0.69	0.66	0.70
BRISTOL	1.68	1.77	2.13	2.10	2.06	2.02	2.08	2.23	2.26	2.20	2.40	2.28	1.85
BUCKS	0.48	0.53	0.49	0.49	0.50	0.45	0.40	0.37	0.33	0.37	0.31	0.32	0.32
PM BLACK & WHITE/PL	0.21	0.25	0.30	0.35	0.50	0.50	0.59	0.65	0.57	0.75	0.85	0.93	1.06
REGION # 3													
PM PRICE VALUE	9.64	10.46	9.87	10.16	10.01	9.80	10.34	10.32	11.70	11.64	11.39	12.31	11.96
CAMBRIDGE	4.78	4.78	4.75	4.89	4.81	4.70	4.98	4.69	5.34	5.16	4.99	4.89	4.74
ALPINE	1.12	1.00	0.88	0.99	0.85	0.83	0.89	0.89	0.80	0.78	0.82	0.79	0.74
BRISTOL	2.36	2.43	2.43	2.29	2.29	2.30	2.46	2.85	3.34	2.68	2.23	2.46	2.22
BUCKS	0.41	0.52	0.38	0.40	0.45	0.39	0.39	0.38	0.32	0.31	0.35	0.25	0.28
PM BLACK & WHITE/PL	0.64	1.62	1.30	1.47	1.50	1.50	1.52	1.42	1.76	2.63	2.91	3.81	3.92
REGION # 4													
PM PRICE VALUE	6.72	7.12	7.11	7.96	6.96	6.79	6.86	7.50	7.72	7.92	8.76	9.06	9.17
CAMBRIDGE	3.15	3.13	3.11	3.11	3.14	2.90	2.96	3.09	3.24	2.79	2.95	2.74	2.67
ALPINE	0.89	0.84	0.76	0.77	0.77	0.75	0.77	0.76	0.77	0.72	0.70	0.66	0.68
BRISTOL	0.98	1.01	0.99	1.02	1.01	0.96	0.93	0.94	0.95	0.87	0.98	0.93	0.86
BUCKS	0.55	0.62	0.53	0.46	0.47	0.42	0.39	0.40	0.41	0.37	0.33	0.43	0.59
PM BLACK & WHITE/PL	0.94	1.30	1.50	2.41	1.41	1.58	1.64	2.16	2.22	3.05	3.68	4.17	4.25
REGION # 5													
PM PRICE VALUE	7.50	7.64	7.97	7.45	7.44	7.58	7.13	7.62	7.87	8.15	7.90	7.43	7.59
CAMBRIDGE	3.13	2.89	3.21	2.85	2.83	2.81	2.67	2.68	2.89	2.75	2.57	2.38	2.47
ALPINE	0.60	0.58	0.58	0.53	0.52	0.53	0.54	0.49	0.51	0.49	0.45	0.48	0.44
BRISTOL	0.24	0.26	0.27	0.27	0.16	0.16	0.15	0.24	0.24	0.32	0.34	0.29	0.37
BUCKS	0.39	0.59	0.49	0.44	0.44	0.45	0.41	0.38	0.39	0.39	0.34	0.30	0.42
PM BLACK & WHITE/PL	2.96	3.15	3.28	3.19	3.36	3.49	3.22	3.71	3.73	4.08	4.08	3.86	3.76

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NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY TRADE CLASS
TOTAL U.S.

APRIL 1992

	% VOLUME CHANGE VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
SUPERMARKETS												
PM PRICE VALUE	-1.58	3.54	4.42	16.09	7.06	6.91	6.87	6.54	0.65	0.66	0.77	1.29
CAMBRIDGE	-16.80	-9.29	-6.98	3.56	3.38	3.48	3.51	3.53	-0.34	-0.11	0.01	0.30
ALPINE	-6.80	-6.03	-6.87	2.31	0.83	0.80	0.79	0.79	0.03	-0.01	0.00	0.06
BRISTOL	-6.68	-2.66	-3.08	36.70	1.15	1.13	1.12	1.11	0.03	0.04	0.05	0.35
BUCKS	8.96	-11.89	-16.80	88.41	0.41	0.32	0.30	0.33	0.07	-0.02	-0.03	0.16
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	1.12	1.02	0.98	0.60	0.90	0.81	0.79	0.47
TOTAL CONVENIENCE												
PM PRICE VALUE	38.69	39.96	37.90	41.54	9.37	9.33	9.15	8.28	2.27	2.17	2.08	2.36
CAMBRIDGE	0.22	3.45	3.23	-2.38	2.57	2.60	2.62	2.67	-0.13	-0.10	-0.08	-0.10
ALPINE	-36.36	-32.76	-31.65	-19.65	0.52	0.54	0.54	0.64	-0.37	-0.32	-0.30	-0.17
BRISTOL	-10.34	14.28	20.43	56.34	1.24	1.50	1.52	1.56	-0.21	0.09	0.18	0.55
BUCKS	-29.37	-25.97	-24.75	57.98	0.37	0.37	0.38	0.45	-0.18	-0.17	-0.16	0.16
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	4.63	4.28	4.03	2.90	3.18	2.70	2.48	1.95
CONVENIENCE/GAS												
PM PRICE VALUE	43.11	45.25	42.55	44.11	10.50	10.51	10.26	9.21	2.75	2.69	2.57	2.71
CAMBRIDGE	4.40	7.25	6.42	-0.92	2.93	2.96	2.98	3.00	-0.03	-0.02	-0.01	-0.08
ALPINE	-41.40	-34.23	-33.44	-20.43	0.54	0.57	0.57	0.69	-0.44	-0.37	-0.34	-0.19
BRISTOL	-12.89	14.41	22.16	53.72	1.30	1.62	1.66	1.70	-0.27	0.09	0.21	0.57
BUCKS	-28.06	-22.11	-20.37	62.89	0.37	0.36	0.40	0.46	-0.17	-0.15	-0.14	0.17
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	5.31	4.93	4.61	3.30	3.69	3.17	2.89	2.26
FOOD CONVENIENCE												
PM PRICE VALUE	16.62	14.09	14.87	28.52	5.65	5.50	5.49	5.26	0.62	0.42	0.44	1.18
CAMBRIDGE	-21.76	-16.62	-14.21	-10.44	1.38	1.42	1.45	1.59	-0.45	-0.37	-0.33	-0.18
ALPINE	-22.21	-26.13	-23.18	-17.19	0.45	0.45	0.45	0.51	-0.15	-0.19	-0.17	-0.10
BRISTOL	1.80	13.67	12.40	70.46	1.05	1.09	1.08	1.13	-0.02	0.08	0.07	0.47
BUCKS	-33.30	-37.54	-38.19	42.08	0.37	0.33	0.33	0.41	-0.21	-0.23	-0.23	0.12
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	2.38	2.18	2.15	1.60	1.47	1.16	1.14	0.91
GROCERY												
PM PRICE VALUE	21.81	30.14	31.66	45.56	9.99	10.07	10.11	9.34	1.69	2.00	2.21	3.03
CAMBRIDGE	-23.00	-14.26	-11.07	-1.49	2.32	2.49	2.60	2.89	-0.73	-0.54	-0.41	0.00
ALPINE	-24.29	-19.54	-15.57	-10.66	0.57	0.60	0.63	0.66	-0.19	-0.18	-0.14	-0.07
BRISTOL	-13.01	-7.31	-1.21	42.27	1.97	1.99	2.08	2.19	-0.32	-0.25	-0.09	0.67
BUCKS	-22.73	-27.25	-30.30	59.92	0.43	0.41	0.41	0.48	-0.13	-0.16	-0.20	0.19
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	4.63	4.50	4.30	3.01	3.15	3.21	3.09	2.27
DRUG												
PM PRICE VALUE	2.00	5.40	5.43	19.51	4.87	4.73	4.58	4.44	0.53	0.55	0.48	0.87
CAMBRIDGE	-31.33	-21.35	-18.65	1.39	1.69	1.82	1.83	2.10	-0.55	-0.34	-0.29	0.11
ALPINE	-16.57	-16.49	-16.76	-7.17	0.66	0.62	0.61	0.65	-0.06	-0.07	-0.08	-0.02
BRISTOL	16.81	29.91	26.48	64.26	0.83	0.81	0.78	0.75	0.18	0.23	0.20	0.31
BUCKS	13.29	-12.39	-17.20	70.73	0.48	0.37	0.33	0.34	0.10	-0.02	-0.05	0.15
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	1.14	1.04	0.98	0.55	0.85	0.75	0.71	0.35

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NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY TRADE CLASS
TOTAL U.S.

APRIL 1992

	APR 1991	MAY 1991	JUN 1991	JUL 1991	AUG 1991	SEP 1991	OCT 1991	NOV 1991	DEC 1991	JAN 1992	FEB 1992	MAR 1992	APR 1992
SUPERMARKETS													
PM PRICE VALUE	6.41	6.39	6.41	6.46	6.21	6.19	6.30	6.59	6.62	6.74	6.85	6.81	7.06
CAMBRIDGE	3.72	3.65	3.60	3.55	3.44	3.37	3.50	3.62	3.62	3.60	3.62	3.43	3.38
ALPINE	0.80	0.78	0.81	0.78	0.76	0.77	0.78	0.79	0.81	0.77	0.80	0.77	0.83
BRISTOL	1.12	1.04	1.07	1.19	1.07	1.17	1.08	1.14	1.14	1.09	1.14	1.09	1.15
BUCKS	0.34	0.44	0.43	0.39	0.35	0.31	0.30	0.26	0.24	0.25	0.22	0.32	0.41
PM BLACK & WHITE/PL	0.22	0.30	0.30	0.35	0.36	0.40	0.44	0.57	0.64	0.88	0.89	1.05	1.12
TOTAL CONVENIENCE													
PM PRICE VALUE	7.10	7.77	7.67	8.01	7.62	7.41	7.72	7.75	8.84	8.59	9.12	9.48	9.37
CAMBRIDGE	2.70	2.72	2.75	2.68	2.71	2.63	2.65	2.59	2.83	2.71	2.61	2.61	2.57
ALPINE	0.69	0.79	0.76	0.71	0.67	0.66	0.69	0.65	0.63	0.54	0.56	0.55	0.52
BRISTOL	1.45	1.52	1.67	1.48	1.45	1.35	1.55	1.67	2.01	1.60	1.65	1.61	1.24
BUCKS	0.55	0.64	0.47	0.46	0.53	0.46	0.42	0.44	0.46	0.42	0.39	0.35	0.37
PM BLACK & WHITE/PL	1.45	2.02	1.95	2.62	2.22	2.25	2.36	2.35	2.88	3.29	3.87	4.31	4.63
CONVENIENCE/GAS													
PM PRICE VALUE	7.75	8.57	8.49	8.97	8.52	8.12	8.60	8.43	9.77	9.51	10.26	10.72	10.50
CAMBRIDGE	2.97	3.02	3.08	3.01	3.04	2.95	2.98	2.88	3.17	3.05	2.95	2.99	2.93
ALPINE	0.98	0.85	0.82	0.77	0.72	0.70	0.75	0.69	0.67	0.56	0.59	0.58	0.54
BRISTOL	1.57	1.62	1.84	1.59	1.57	1.39	1.69	1.83	2.25	1.76	1.81	1.78	1.30
BUCKS	0.54	0.66	0.46	0.46	0.56	0.46	0.43	0.46	0.48	0.45	0.42	0.37	0.37
PM BLACK & WHITE/PL	1.62	2.33	2.23	3.08	2.58	2.55	2.69	2.50	3.14	3.65	4.48	4.95	5.31
FOOD CONVENIENCE													
PM PRICE VALUE	5.03	5.16	5.19	4.87	4.89	4.97	4.98	5.40	5.80	5.47	5.52	5.33	5.65
CAMBRIDGE	1.83	1.75	1.75	1.64	1.68	1.53	1.62	1.58	1.69	1.54	1.55	1.34	1.36
ALPINE	0.60	0.62	0.60	0.51	0.51	0.52	0.50	0.51	0.49	0.46	0.46	0.45	0.45
BRISTOL	1.07	1.20	1.17	1.12	1.11	1.22	1.13	1.12	1.21	1.05	1.16	1.04	1.05
BUCKS	0.58	0.56	0.52	0.45	0.44	0.44	0.38	0.37	0.37	0.33	0.32	0.30	0.37
PM BLACK & WHITE/PL	0.91	0.98	1.10	1.10	1.12	1.23	1.32	1.80	2.02	2.07	1.98	2.16	2.38
GROCERY													
PM PRICE VALUE	8.30	8.27	8.91	8.64	8.99	9.14	8.93	9.38	9.61	10.21	9.80	10.41	9.99
CAMBRIDGE	3.05	2.96	3.24	3.09	3.05	3.05	2.97	2.91	2.98	2.94	2.65	2.51	2.32
ALPINE	0.76	0.77	0.71	0.70	0.63	0.64	0.68	0.69	0.63	0.72	0.62	0.60	0.57
BRISTOL	2.29	2.22	2.23	2.13	2.19	2.25	2.07	2.39	2.48	2.38	2.00	2.00	1.97
BUCKS	0.57	0.64	0.53	0.58	0.53	0.53	0.49	0.43	0.38	0.41	0.42	0.39	0.43
PM BLACK & WHITE/PL	1.46	1.51	2.06	2.02	2.49	2.55	2.61	2.84	3.08	3.68	4.01	4.84	4.63
DRUG													
PM PRICE VALUE	4.34	4.42	4.41	4.30	4.45	4.22	4.46	4.46	4.27	4.14	4.54	4.77	4.87
CAMBRIDGE	2.24	2.28	2.29	2.27	2.33	2.15	2.23	2.18	2.04	1.84	1.84	1.94	1.69
ALPINE	0.72	0.70	0.67	0.63	0.64	0.66	0.68	0.70	0.65	0.58	0.59	0.61	0.66
BRISTOL	0.64	0.65	0.69	0.72	0.76	0.68	0.81	0.76	0.76	0.67	0.77	0.84	0.83
BUCKS	0.39	0.45	0.43	0.36	0.39	0.31	0.30	0.24	0.27	0.22	0.30	0.31	0.48
PM BLACK & WHITE/PL	0.26	0.27	0.26	0.21	0.26	0.35	0.37	0.51	0.50	0.80	0.97	1.00	1.14

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NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY TRADE CLASS
REGION 1

APRIL 1992

	% VOLUME CHANGE VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
SUPERMARKETS												
PM PRICE VALUE	7.64	8.94	7.55	22.01	5.18	4.99	4.90	4.71	0.52	0.57	0.53	0.94
CAMBRIDGE	-4.59	-4.66	-5.20	-2.44	2.26	2.15	2.13	2.11	-0.03	-0.03	-0.02	0.00
ALPINE	19.51	4.00	2.35	2.60	0.91	0.83	0.82	0.80	0.17	0.06	0.05	0.04
BRISTOL	-30.25	-9.56	-4.87	96.43	0.76	0.85	0.89	1.05	-0.30	-0.06	-0.01	0.53
BUCKS	16.27	9.59	-1.00	94.23	0.41	0.40	0.36	0.33	0.07	0.05	0.01	0.18
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	0.65	0.60	0.55	0.26	0.58	0.55	0.50	0.22
TOTAL CONVENIENCE												
PM PRICE VALUE	#N/A	#N/A	#N/A	#N/A	11.72	10.15	9.52	7.09	7.34	6.23	5.67	4.26
CAMBRIDGE	-1.38	4.35	-0.19	10.29	1.33	1.25	1.23	1.37	-0.11	-0.09	-0.14	0.09
ALPINE	-23.99	-20.57	-21.66	-20.08	0.39	0.40	0.38	0.41	-0.16	-0.16	-0.16	-0.12
BRISTOL	-48.20	-36.97	-33.19	26.41	0.72	0.70	0.70	0.76	-0.76	-0.54	-0.48	0.14
BUCKS	-53.14	-41.40	-42.83	24.07	0.30	0.35	0.36	0.40	-0.38	-0.32	-0.34	0.07
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	8.98	7.44	6.84	4.13	8.76	7.36	6.78	4.10
CONVENIENCE/GAS												
PM PRICE VALUE	#N/A	#N/A	#N/A	#N/A	19.66	16.68	15.19	10.86	13.77	11.49	10.10	7.13
CAMBRIDGE	13.34	7.90	-2.91	7.60	1.69	1.48	1.42	1.64	0.09	-0.04	-0.18	0.04
ALPINE	-30.07	-27.07	-27.27	-32.02	0.34	0.35	0.34	0.37	-0.18	-0.18	-0.17	-0.20
BRISTOL	-66.36	-55.93	-51.04	1.40	0.66	0.87	0.90	1.08	-1.89	-1.31	-1.12	-0.04
BUCKS	-51.54	-34.53	-35.43	15.87	0.36	0.46	0.49	0.46	-0.44	-0.32	-0.34	0.04
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	16.62	13.50	12.04	7.32	16.20	13.35	11.93	7.29
FOOD CONVENIENCE												
PM PRICE VALUE	53.93	68.53	73.10	75.78	4.08	4.07	4.09	3.39	1.27	1.35	1.44	1.44
CAMBRIDGE	-18.22	-0.03	3.58	14.40	1.00	1.04	1.05	1.11	-0.29	-0.13	-0.08	0.13
ALPINE	-18.84	-15.09	-18.84	-7.29	0.43	0.45	0.43	0.46	-0.13	-0.15	-0.15	-0.04
BRISTOL	#N/A	81.65	81.23	#N/A	0.56	0.53	0.50	0.47	0.28	0.20	0.19	0.30
BUCKS	-55.20	-50.43	-53.28	37.09	0.24	0.25	0.24	0.34	-0.33	-0.32	-0.34	0.09
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	1.82	1.79	1.86	1.01	1.78	1.77	1.85	1.00
GROCERY												
PM PRICE VALUE	-1.65	4.73	2.27	16.44	5.28	5.29	5.26	5.22	-0.65	-0.45	-0.41	0.96
CAMBRIDGE	-47.04	-30.15	-24.95	-6.21	0.78	0.98	1.04	1.38	-0.85	-0.61	-0.49	-0.04
ALPINE	-39.19	-26.64	-23.49	-11.49	0.35	0.38	0.41	0.49	-0.29	-0.21	-0.18	-0.05
BRISTOL	-53.74	-42.97	-37.88	-3.87	0.81	0.82	0.87	1.13	-1.13	-0.81	-0.68	-0.01
BUCKS	-2.20	-21.17	-31.23	53.46	0.41	0.38	0.37	0.40	-0.05	-0.17	-0.22	0.15
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	2.66	2.68	2.51	1.74	1.74	1.41	1.21	0.92
DRUG												
PM PRICE VALUE	27.70	22.70	22.48	35.37	4.13	3.84	3.67	3.52	1.08	0.93	0.77	1.10
CAMBRIDGE	-23.25	-10.69	-7.95	16.80	1.16	1.24	1.24	1.46	-0.27	-0.05	-0.08	0.30
ALPINE	-6.91	-16.33	-16.36	-11.06	0.42	0.40	0.38	0.46	-0.01	-0.04	-0.07	-0.02
BRISTOL	2.12	1.64	6.57	53.82	0.58	0.52	0.50	0.56	0.04	0.04	0.05	0.22
BUCKS	75.21	15.46	6.02	#N/A	0.64	0.46	0.40	0.38	0.30	0.09	0.03	0.21
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	1.26	1.18	1.10	0.80	1.00	0.91	0.84	0.44

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NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY TRADE CLASS
REGION 1

APRIL 1992

	APR 1991	MAY 1991	JUN 1991	JUL 1991	AUG 1991	SEP 1991	OCT 1991	NOV 1991	DEC 1991	JAN 1992	FEB 1992	MAR 1992	APR 1992
SUPERMARKETS													
PM PRICE VALUE	4.66	4.67	4.93	4.76	4.29	4.21	4.46	4.88	4.83	4.62	4.72	5.08	5.18
CAMBRIDGE	2.31	2.21	2.30	2.13	1.94	1.90	2.06	2.24	2.06	2.06	2.09	2.07	2.28
ALPINE	0.74	0.72	0.88	0.72	0.76	0.72	0.74	0.83	0.94	0.76	0.79	0.79	0.91
BRISTOL	1.06	1.06	1.07	1.28	1.04	1.03	1.07	1.24	1.19	1.01	0.93	0.84	0.76
BUCKS	0.34	0.49	0.42	0.39	0.30	0.27	0.28	0.22	0.19	0.23	0.21	0.60	0.41
PM BLACK & WHITE/PL	0.07	0.05	0.09	0.09	0.08	0.12	0.17	0.18	0.30	0.40	0.53	0.63	0.65
TOTAL CONVENIENCE													
PM PRICE VALUE	4.38	4.42	4.41	5.26	5.47	6.36	6.84	5.50	8.52	7.56	8.00	10.57	11.72
CAMBRIDGE	1.44	1.48	1.63	1.56	1.29	1.50	1.36	1.48	1.21	1.16	1.37	1.07	1.33
ALPINE	0.54	0.62	0.46	0.41	0.39	0.36	0.43	0.35	0.42	0.33	0.42	0.40	0.39
BRISTOL	1.48	1.29	0.86	0.68	0.65	0.74	0.81	0.38	0.96	0.70	0.66	0.69	0.72
BUCKS	0.68	0.56	0.41	0.38	0.36	0.34	0.29	0.49	0.51	0.40	0.40	0.36	0.30
PM BLACK & WHITE/PL	0.22	0.45	1.01	2.22	2.76	3.40	3.96	2.69	5.41	4.96	5.12	8.04	8.98
CONVENIENCE/GAS													
PM PRICE VALUE	6.09	5.74	6.31	7.84	8.50	9.50	11.16	7.46	13.02	10.82	12.75	16.96	19.86
CAMBRIDGE	1.60	1.66	2.12	1.95	1.32	1.95	1.69	1.88	1.38	1.24	1.65	1.14	1.69
ALPINE	0.52	0.64	0.39	0.37	0.29	0.27	0.46	0.26	0.39	0.30	0.42	0.30	0.34
BRISTOL	2.75	2.14	1.42	0.97	0.93	0.83	1.16	0.31	1.44	1.00	0.86	0.89	0.86
BUCKS	0.80	0.57	0.36	0.33	0.35	0.31	0.30	0.66	0.71	0.57	0.59	0.45	0.36
PM BLACK & WHITE/PL	0.42	0.70	1.95	4.22	5.61	6.11	7.55	4.10	9.09	7.71	9.21	14.16	16.62
FOOD CONVENIENCE													
PM PRICE VALUE	2.81	3.11	2.76	2.85	2.70	3.00	2.70	3.40	4.02	4.17	3.90	4.21	4.08
CAMBRIDGE	1.29	1.28	1.21	1.16	1.27	1.01	1.03	1.05	1.03	1.08	1.13	1.00	1.00
ALPINE	0.56	0.60	0.52	0.44	0.48	0.46	0.40	0.44	0.44	0.36	0.43	0.49	0.43
BRISTOL	0.31	0.45	0.36	0.40	0.39	0.64	0.46	0.45	0.48	0.38	0.52	0.50	0.58
BUCKS	0.57	0.54	0.44	0.43	0.41	0.37	0.28	0.28	0.32	0.22	0.24	0.26	0.24
PM BLACK & WHITE/PL	0.04	0.20	0.18	0.19	0.15	0.51	0.51	1.19	1.74	2.12	1.59	1.95	1.82
GROCERY													
PM PRICE VALUE	5.93	5.43	5.38	5.10	5.19	5.08	5.16	5.06	5.21	5.19	5.35	5.23	5.26
CAMBRIDGE	1.64	1.51	1.63	1.48	1.70	1.52	1.56	1.45	1.54	1.28	1.23	0.92	0.78
ALPINE	0.64	0.68	0.59	0.53	0.46	0.54	0.53	0.52	0.42	0.50	0.45	0.35	0.35
BRISTOL	1.94	1.52	1.38	1.15	1.19	1.20	1.26	1.41	1.01	1.06	0.87	0.78	0.81
BUCKS	0.47	0.53	0.41	0.52	0.47	0.37	0.39	0.30	0.29	0.35	0.35	0.38	0.41
PM BLACK & WHITE/PL	1.14	1.10	1.27	1.33	1.28	1.34	1.29	1.30	1.91	1.93	2.40	2.76	2.88
DRUG													
PM PRICE VALUE	3.05	3.25	3.76	3.30	3.73	3.55	3.30	3.44	3.32	3.16	3.72	3.66	4.13
CAMBRIDGE	1.43	1.42	1.74	1.66	1.73	1.52	1.53	1.51	1.43	1.26	1.22	1.33	1.16
ALPINE	0.42	0.47	0.62	0.50	0.55	0.53	0.49	0.43	0.42	0.35	0.41	0.36	0.42
BRISTOL	0.53	0.55	0.63	0.58	0.61	0.59	0.57	0.59	0.63	0.46	0.47	0.50	0.58
BUCKS	0.35	0.46	0.45	0.38	0.54	0.34	0.31	0.19	0.28	0.21	0.39	0.35	0.64
PM BLACK & WHITE/PL	0.26	0.29	0.24	0.12	0.24	0.48	0.35	0.62	0.50	0.85	1.18	1.11	1.26

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NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY TRADE CLASS
REGION 2

APRIL 1992

	% VOLUME CHANGE VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
SUPERMARKETS												
PM PRICE VALUE	2.34	14.15	17.26	28.97	5.76	5.80	5.76	5.27	0.70	0.88	1.07	1.39
CAMBRIDGE	-17.61	0.13	3.30	5.93	2.57	2.81	2.81	2.58	-0.23	0.09	0.21	0.26
ALPINE	-1.54	-4.54	-1.95	5.76	0.71	0.67	0.66	0.66	0.06	-0.01	0.02	0.07
BRISTOL	16.92	36.49	39.97	85.82	1.40	1.38	1.34	1.21	0.32	0.40	0.43	0.59
BUCKS	-5.47	-16.13	-15.34	97.97	0.30	0.26	0.26	0.30	0.01	-0.04	-0.03	0.18
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	0.72	0.61	0.62	0.43	0.54	0.45	0.46	0.34
TOTAL CONVENIENCE												
PM PRICE VALUE	-0.25	18.26	21.02	40.13	5.16	5.87	5.88	6.01	-0.26	0.57	0.71	1.68
CAMBRIDGE	-11.36	-5.63	-5.21	-1.12	1.79	1.87	1.92	2.07	-0.33	-0.25	-0.23	-0.04
ALPINE	-30.60	-28.63	-25.06	-7.99	0.60	0.61	0.60	0.73	-0.31	-0.30	-0.25	-0.07
BRISTOL	8.49	62.01	72.49	#N/A	1.65	2.50	2.50	2.46	0.06	0.85	0.96	1.41
BUCKS	-41.37	-36.87	-30.57	62.51	0.33	0.35	0.37	0.47	-0.26	-0.24	-0.20	0.18
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	0.58	0.53	0.47	0.24	0.58	0.52	0.47	0.23
CONVENIENCE/GAS												
PM PRICE VALUE	0.61	24.18	27.50	45.11	5.26	6.11	6.13	6.27	-0.28	0.76	0.97	1.87
CAMBRIDGE	-7.85	0.14	-0.06	4.10	1.88	1.99	2.05	2.20	-0.29	-0.17	-0.15	0.05
ALPINE	-33.08	-28.80	-26.33	-5.43	0.60	0.61	0.59	0.74	-0.35	-0.32	-0.27	-0.06
BRISTOL	9.64	73.53	89.57	#N/A	1.67	2.63	2.65	2.61	0.06	0.98	1.15	1.50
BUCKS	-40.85	-35.41	-27.35	69.48	0.34	0.35	0.38	0.48	-0.27	-0.24	-0.18	0.19
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	0.57	0.53	0.46	0.22	0.57	0.53	0.46	0.22
FOOD CONVENIENCE												
PM PRICE VALUE	-4.90	-5.03	-4.09	19.72	4.75	4.86	4.84	4.99	-0.19	-0.25	-0.34	0.93
CAMBRIDGE	-27.20	-29.53	-27.73	-22.92	1.39	1.36	1.38	1.55	-0.50	-0.58	-0.58	-0.41
ALPINE	-19.46	-27.89	-19.85	-17.81	0.61	0.61	0.64	0.67	-0.14	-0.24	-0.18	-0.12
BRISTOL	3.70	18.65	14.48	#N/A	1.78	1.95	1.92	1.98	0.08	0.31	0.20	1.06
BUCKS	-43.64	-41.39	-42.00	37.53	0.31	0.34	0.34	0.43	-0.24	-0.24	-0.27	0.13
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	0.83	0.53	0.53	0.34	0.61	0.51	0.51	0.30
GROCERY												
PM PRICE VALUE	26.36	34.13	38.48	58.72	13.06	12.86	12.93	11.60	3.54	3.17	3.59	4.61
CAMBRIDGE	-6.60	2.43	3.45	-2.42	2.85	3.10	3.25	3.21	0.04	0.04	0.11	0.03
ALPINE	-11.45	-7.61	-4.29	-15.83	0.83	0.86	0.87	0.79	-0.03	-0.06	-0.04	-0.12
BRISTOL	-14.85	-2.92	5.31	67.54	3.82	3.95	4.08	4.19	-0.31	-0.16	0.20	1.77
BUCKS	-45.57	-40.71	-41.46	45.24	0.35	0.39	0.40	0.52	-0.24	-0.27	-0.28	0.17
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	5.13	4.49	4.26	3.00	4.11	3.67	3.63	2.79
DRUG												
PM PRICE VALUE	-4.08	1.40	0.85	21.23	4.66	4.57	4.44	4.42	0.05	0.34	0.26	0.85
CAMBRIDGE	-16.56	-17.82	-17.08	2.36	1.87	1.86	1.85	2.05	-0.31	-0.26	-0.27	0.09
ALPINE	13.67	0.63	-0.95	2.76	1.07	0.90	0.87	0.82	0.18	0.06	0.04	0.04
BRISTOL	74.96	#N/A	#N/A	#N/A	1.20	1.31	1.23	0.99	0.55	0.76	0.70	0.60
BUCKS	-42.01	-31.07	-32.00	41.75	0.31	0.30	0.28	0.32	-0.20	-0.11	-0.11	0.10
PM BLACK & WHITE/PL	-45.12	-39.97	-36.11	21.44	0.22	0.20	0.20	0.25	-0.16	-0.11	-0.10	0.05

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NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY TRADE CLASS
REGION 2

APRIL 1992

	APR 1991	MAY 1991	JUN 1991	JUL 1991	AUG 1991	SEP 1991	OCT 1991	NOV 1991	DEC 1991	JAN 1992	FEB 1992	MAR 1992	APR 1992
SUPERMARKETS													
PM PRICE VALUE	5.08	5.01	4.97	4.90	5.03	5.01	4.96	5.33	5.09	5.64	5.93	5.68	5.78
CAMBRIDGE	2.61	2.63	2.58	2.26	2.43	2.31	2.42	2.57	2.61	2.80	3.08	2.75	2.57
ALPINE	0.65	0.66	0.67	0.66	0.68	0.65	0.68	0.63	0.64	0.64	0.67	0.63	0.71
BRISTOL	1.08	0.94	1.04	1.16	1.17	1.32	1.14	1.29	1.18	1.24	1.40	1.32	1.40
BUCKS	0.29	0.37	0.40	0.37	0.34	0.30	0.26	0.27	0.25	0.27	0.22	0.25	0.30
PM BLACK & WHITE/PL	0.17	0.30	0.20	0.36	0.33	0.34	0.37	0.46	0.34	0.63	0.49	0.64	0.72
TOTAL CONVENIENCE													
PM PRICE VALUE	5.42	5.61	6.59	6.10	6.29	5.91	6.30	6.05	5.82	5.90	6.30	6.17	5.16
CAMBRIDGE	2.11	2.22	2.25	2.18	2.24	2.22	2.25	2.06	1.69	2.06	1.67	2.13	1.79
ALPINE	0.91	0.77	0.99	0.74	0.80	0.78	0.81	0.76	0.73	0.56	0.83	0.60	0.60
BRISTOL	1.76	1.95	2.75	2.58	2.46	2.26	2.48	2.54	2.74	2.52	3.07	2.63	1.65
BUCKS	0.59	0.63	0.57	0.56	0.65	0.53	0.45	0.41	0.39	0.44	0.36	0.35	0.33
PM BLACK & WHITE/PL	0.01	0.01	0.02	0.03	0.12	0.08	0.29	0.25	0.25	0.31	0.56	0.45	0.58
CONVENIENCE/GAS													
PM PRICE VALUE	5.55	5.72	6.90	6.43	6.67	6.08	6.56	6.34	6.07	6.18	6.57	6.55	5.26
CAMBRIDGE	2.17	2.32	2.38	2.36	2.41	2.38	2.39	2.21	1.73	2.23	1.72	2.33	1.68
ALPINE	0.95	0.77	1.04	0.77	0.85	0.79	0.84	0.76	0.76	0.52	0.64	0.60	0.60
BRISTOL	1.81	1.92	2.90	2.71	2.60	2.32	2.59	2.72	2.96	2.70	3.27	2.82	1.67
BUCKS	0.60	0.66	0.57	0.56	0.71	0.53	0.45	0.40	0.40	0.47	0.36	0.35	0.34
PM BLACK & WHITE/PL	0.00	0.00	0.00	0.00	0.09	0.03	0.27	0.20	0.20	0.25	0.56	0.44	0.57
FOOD CONVENIENCE													
PM PRICE VALUE	4.94	5.22	5.40	4.80	4.84	5.24	5.30	4.86	4.67	4.79	5.26	4.60	4.75
CAMBRIDGE	1.89	1.83	1.75	1.48	1.60	1.57	1.67	1.55	1.54	1.38	1.46	1.31	1.39
ALPINE	0.75	0.78	0.76	0.63	0.63	0.71	0.69	0.66	0.62	0.71	0.62	0.61	0.61
BRISTOL	1.69	2.04	2.21	2.04	1.93	2.09	2.08	1.77	1.89	1.81	2.28	1.83	1.78
BUCKS	0.55	0.51	0.55	0.48	0.45	0.55	0.48	0.42	0.38	0.35	0.38	0.34	0.31
PM BLACK & WHITE/PL	0.02	0.03	0.09	0.15	0.23	0.30	0.36	0.44	0.42	0.53	0.50	0.47	0.63
GROCERY													
PM PRICE VALUE	9.52	10.36	10.71	10.67	11.58	11.25	11.26	12.20	12.18	13.14	12.50	13.03	13.06
CAMBRIDGE	2.81	3.38	3.38	3.40	3.19	2.92	2.94	3.26	2.98	3.69	3.45	3.00	2.85
ALPINE	0.86	0.89	0.74	0.70	0.70	0.72	0.72	0.82	0.77	0.91	0.87	0.89	0.83
BRISTOL	4.13	4.24	4.22	3.99	4.23	3.91	4.09	4.33	4.97	4.48	3.96	4.06	3.82
BUCKS	0.60	0.68	0.53	0.64	0.53	0.62	0.64	0.59	0.43	0.43	0.42	0.38	0.35
PM BLACK & WHITE/PL	1.02	1.07	1.76	1.81	2.82	2.97	2.76	3.13	2.98	3.58	3.72	4.63	5.13
DRUG													
PM PRICE VALUE	4.61	4.45	4.28	4.06	4.53	4.24	4.90	4.35	4.46	4.03	4.33	4.74	4.66
CAMBRIDGE	2.18	2.19	2.16	1.98	2.33	2.16	2.41	1.81	2.05	1.80	1.83	1.90	1.67
ALPINE	0.90	0.85	0.72	0.69	0.66	0.77	0.75	0.99	0.97	0.79	0.77	0.84	1.07
BRISTOL	0.85	0.88	0.73	0.78	0.95	0.74	1.16	1.05	0.90	0.99	1.20	1.55	1.20
BUCKS	0.50	0.41	0.40	0.38	0.34	0.31	0.32	0.23	0.26	0.22	0.30	0.26	0.31
PM BLACK & WHITE/PL	0.37	0.31	0.27	0.23	0.24	0.25	0.27	0.27	0.27	0.23	0.21	0.16	0.22

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NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY TRADE CLASS
REGION 3

APRIL 1992

	% VOLUME CHANGE VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
SUPERMARKETS												
PM PRICE VALUE	-12.37	-5.31	-4.58	15.28	8.98	9.06	9.15	9.32	-0.10	0.22	0.47	1.90
CAMBRIDGE	-20.30	-9.86	-7.01	8.61	4.80	4.92	5.04	5.31	-0.53	-0.12	0.13	0.82
ALPINE	-8.32	-7.49	-8.82	5.33	1.03	0.99	0.97	0.98	0.03	0.00	0.01	0.13
BRISTOL	-26.17	-24.38	-26.11	8.51	1.67	1.72	1.73	1.84	-0.33	-0.38	-0.39	0.28
BUCKS	-49.08	-43.00	-43.26	65.40	0.19	0.20	0.20	0.29	-0.14	-0.12	-0.12	0.13
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	1.10	1.01	0.99	0.64	1.01	0.96	0.95	0.63
TOTAL CONVENIENCE												
PM PRICE VALUE	39.89	41.42	38.54	25.24	12.73	12.62	12.48	10.84	3.44	3.32	3.21	2.30
CAMBRIDGE	18.20	24.74	22.77	-2.17	4.73	4.83	4.87	4.44	0.85	0.80	0.79	-0.04
ALPINE	-49.41	-39.24	-37.76	-30.15	0.65	0.73	0.74	0.85	-0.66	-0.52	-0.49	-0.35
BRISTOL	1.39	8.18	14.46	57.77	2.12	2.26	2.35	2.35	-0.01	0.08	0.24	0.88
BUCKS	-23.05	-14.22	-14.26	62.75	0.33	0.35	0.35	0.42	-0.11	-0.08	-0.07	0.16
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	4.89	4.41	4.13	2.75	3.58	3.05	2.74	1.66
CONVENIENCE/GAS												
PM PRICE VALUE	49.24	49.89	46.38	26.38	13.25	13.09	12.93	11.12	4.05	3.85	3.69	2.38
CAMBRIDGE	21.04	26.61	24.15	-2.37	5.04	5.12	5.15	4.70	0.73	0.84	0.81	-0.08
ALPINE	-50.43	-39.84	-38.19	-30.56	0.67	0.76	0.77	0.89	-0.73	-0.58	-0.54	-0.38
BRISTOL	9.15	13.25	20.61	62.63	2.07	2.21	2.30	2.30	0.11	0.14	0.31	0.89
BUCKS	-20.90	-8.35	-7.05	69.42	0.30	0.35	0.35	0.42	-0.09	-0.05	-0.04	0.17
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	5.14	4.62	4.32	2.79	4.05	3.50	3.15	1.80
FOOD CONVENIENCE												
PM PRICE VALUE	-21.15	-13.97	-13.85	15.85	8.61	8.94	8.92	8.82	-1.36	-0.68	-0.55	1.67
CAMBRIDGE	-16.79	1.49	5.10	0.46	2.25	2.57	2.67	2.58	-0.22	0.22	0.35	0.17
ALPINE	-33.71	-31.28	-31.98	-24.67	0.47	0.52	0.50	0.56	-0.18	-0.18	-0.17	-0.14
BRISTOL	-31.53	-16.08	-14.71	33.61	2.46	2.65	2.69	2.72	-0.82	-0.27	-0.19	0.61
BUCKS	-31.26	-40.93	-45.24	27.48	0.55	0.36	0.37	0.42	-0.18	-0.22	-0.25	0.11
PM BLACK & WHITE/PL	-6.91	-14.30	-16.66	34.41	2.66	2.80	2.65	2.51	0.06	-0.23	-0.26	0.76
GROCERY												
PM PRICE VALUE	26.18	28.01	27.10	38.95	17.05	16.80	16.54	15.37	3.22	3.16	3.11	4.06
CAMBRIDGE	-18.52	-11.64	-8.67	6.16	5.30	5.47	5.58	6.25	-1.36	-0.97	-0.72	0.24
ALPINE	-23.05	-20.97	-21.78	-14.75	0.55	0.60	0.60	0.64	-0.18	-0.19	-0.19	-0.13
BRISTOL	-9.61	-10.13	-4.33	46.42	4.18	4.18	4.42	4.93	-0.55	-0.65	-0.35	1.49
BUCKS	-55.34	-50.75	-48.55	28.33	0.22	0.26	0.28	0.37	-0.29	-0.29	-0.28	0.07
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	6.74	6.24	5.62	3.11	5.63	5.28	4.68	2.42
DRUG												
PM PRICE VALUE	-28.50	-7.69	-8.22	18.71	6.48	6.52	6.48	6.58	0.01	0.39	0.52	1.23
CAMBRIDGE	-55.40	-27.80	-26.66	-5.18	2.35	2.87	2.90	3.30	-1.41	-0.58	-0.44	-0.06
ALPINE	-55.86	-50.54	-51.52	-24.57	0.58	0.57	0.58	0.74	-0.35	-0.43	-0.43	-0.21
BRISTOL	-29.49	-9.51	-5.24	99.97	1.27	1.11	1.17	1.34	-0.01	0.05	0.13	0.69
BUCKS	-19.67	-34.10	-35.99	60.03	0.35	0.27	0.27	0.32	0.04	-0.06	-0.09	0.13
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	1.92	1.65	1.52	0.81	1.80	1.47	1.37	0.69

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NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY TRADE CLASS
REGION 3

APRIL 1992

	APR 1991	MAY 1991	JUN 1991	JUL 1991	AUG 1991	SEP 1991	OCT 1991	NOV 1991	DEC 1991	JAN 1992	FEB 1992	MAR 1992	APR 1992
SUPERMARKETS													
PM PRICE VALUE	9.08	9.43	8.92	10.08	9.03	9.35	9.49	9.26	9.64	9.46	9.30	8.89	8.98
CAMBRIDGE	5.33	5.59	5.18	5.82	5.24	5.28	5.51	5.29	5.63	5.42	5.09	4.87	4.80
ALPINE	0.99	0.97	0.99	1.04	0.95	0.88	1.02	1.01	0.96	0.89	1.02	0.92	1.03
BRISTOL	2.00	1.95	1.80	2.23	1.75	1.96	1.80	1.79	1.90	1.77	1.75	1.73	1.67
BUCKS	0.34	0.40	0.42	0.33	0.33	0.30	0.33	0.31	0.25	0.23	0.21	0.19	0.19
PM BLACK & WHITE/PL	0.09	0.25	0.23	0.40	0.47	0.68	0.55	0.62	0.64	0.92	1.00	0.94	1.10
TOTAL CONVENIENCE													
PM PRICE VALUE	9.29	10.49	9.47	9.39	9.69	8.92	10.06	10.09	12.26	12.05	12.07	12.96	12.73
CAMBRIDGE	4.08	4.06	4.03	4.06	4.23	3.91	4.40	4.17	5.05	4.98	5.01	4.78	4.73
ALPINE	1.31	1.08	0.87	1.06	0.84	0.86	0.87	0.90	0.74	0.77	0.78	0.77	0.65
BRISTOL	2.13	2.18	2.25	1.69	1.95	1.74	2.38	2.90	3.83	2.62	2.14	2.49	2.12
BUCKS	0.44	0.59	0.34	0.43	0.53	0.42	0.44	0.44	0.39	0.36	0.45	0.29	0.33
PM BLACK & WHITE/PL	1.31	2.54	1.96	2.14	2.12	1.97	1.96	1.67	2.22	3.29	3.66	4.59	4.69
CONVENIENCE/GAS													
PM PRICE VALUE	9.20	10.70	9.44	9.47	9.85	9.03	10.32	10.33	12.75	12.46	12.43	13.50	13.25
CAMBRIDGE	4.31	4.31	4.23	4.27	4.53	4.14	4.67	4.42	5.33	5.23	5.26	5.09	5.04
ALPINE	1.40	1.14	0.90	1.12	0.89	0.91	0.93	0.95	0.78	0.81	0.80	0.82	0.67
BRISTOL	1.97	2.08	2.15	1.53	1.84	1.62	2.37	2.93	3.96	2.60	2.03	2.48	2.07
BUCKS	0.39	0.57	0.31	0.42	0.55	0.43	0.45	0.46	0.40	0.36	0.47	0.29	0.30
PM BLACK & WHITE/PL	1.09	2.56	1.84	2.11	2.04	1.91	1.88	1.55	2.23	3.42	3.66	4.77	5.14
FOOD CONVENIENCE													
PM PRICE VALUE	9.97	9.04	9.65	8.85	8.66	8.15	8.32	8.37	9.15	8.83	9.39	8.86	8.61
CAMBRIDGE	2.47	2.34	2.66	2.60	2.35	2.25	2.58	2.37	3.17	2.97	3.16	2.34	2.25
ALPINE	0.65	0.67	0.71	0.65	0.59	0.54	0.48	0.51	0.53	0.47	0.64	0.45	0.47
BRISTOL	3.28	2.85	2.93	2.73	2.69	2.62	2.43	2.66	2.92	2.60	2.91	2.61	2.48
BUCKS	0.73	0.74	0.53	0.49	0.43	0.32	0.35	0.31	0.37	0.35	0.31	0.29	0.55
PM BLACK & WHITE/PL	2.80	2.43	2.76	2.34	2.58	2.41	2.45	2.50	2.12	2.22	2.35	3.15	2.86
GROCERY													
PM PRICE VALUE	13.82	13.94	15.13	14.61	14.65	15.31	14.28	14.58	15.60	15.74	15.50	17.70	17.05
CAMBRIDGE	6.66	6.32	7.21	6.66	6.59	7.04	6.43	5.98	6.40	5.69	5.30	5.78	5.30
ALPINE	0.74	0.73	0.69	0.69	0.64	0.57	0.71	0.68	0.56	0.58	0.56	0.68	0.55
BRISTOL	4.74	5.05	5.17	5.19	5.31	5.54	4.44	5.27	5.46	5.16	4.23	4.12	4.16
BUCKS	0.51	0.50	0.45	0.45	0.47	0.48	0.41	0.29	0.22	0.31	0.36	0.22	0.22
PM BLACK & WHITE/PL	1.11	1.24	1.54	1.49	1.74	1.62	2.22	2.24	3.07	3.74	5.00	6.84	6.74
DRUG													
PM PRICE VALUE	6.47	6.62	5.90	6.09	6.64	6.69	7.10	6.74	7.03	6.35	6.15	6.97	6.48
CAMBRIDGE	3.76	3.75	3.15	3.40	3.56	3.43	3.53	3.31	3.66	3.00	2.92	3.32	2.35
ALPINE	0.93	0.92	0.78	0.83	0.83	0.77	0.82	0.74	0.74	0.62	0.52	0.61	0.58
BRISTOL	1.28	1.21	1.06	1.23	1.49	1.60	1.76	1.46	1.47	1.36	0.95	1.14	1.27
BUCKS	0.31	0.44	0.48	0.36	0.26	0.30	0.31	0.35	0.29	0.27	0.29	0.16	0.35
PM BLACK & WHITE/PL	0.12	0.15	0.32	0.22	0.62	0.57	0.59	0.81	0.79	1.08	1.40	1.68	1.92

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NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY TRADE CLASS
REGION 4

APRIL 1992

	% VOLUME CHANGE VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
SUPERMARKETS												
PM PRICE VALUE	13.11	15.04	14.92	24.85	9.68	9.19	9.00	8.01	2.03	1.79	1.83	1.77
CAMBRIDGE	-17.75	-7.54	-5.66	7.75	3.83	4.02	4.01	4.02	-0.34	-0.01	0.12	0.39
ALPINE	-10.93	-9.06	-7.17	1.75	0.98	0.96	0.95	0.93	0.00	-0.02	0.01	0.04
BRISTOL	-0.98	-8.56	-10.53	20.98	1.44	1.28	1.25	1.24	0.14	-0.02	-0.03	0.24
BUCKS	48.39	-2.72	-11.91	#N/A	0.70	0.42	0.38	0.37	0.28	0.02	-0.01	0.19
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	2.53	2.32	2.24	1.23	2.03	1.90	1.83	1.00
TOTAL CONVENIENCE												
PM PRICE VALUE	54.28	42.68	33.52	41.51	9.21	9.24	8.84	7.86	2.74	2.08	1.62	2.07
CAMBRIDGE	-6.86	-10.84	-10.18	-1.47	2.30	2.28	2.26	2.52	-0.38	-0.55	-0.49	-0.15
ALPINE	-32.56	-23.49	-24.31	-10.19	0.51	0.50	0.50	0.59	-0.31	-0.22	-0.22	-0.09
BRISTOL	-38.76	-14.44	-14.29	-3.03	0.45	0.68	0.68	0.74	-0.34	-0.20	-0.18	-0.06
BUCKS	-14.89	-16.42	-22.36	56.05	0.49	0.45	0.46	0.49	-0.13	-0.15	-0.19	0.16
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	5.37	5.22	4.83	3.36	3.96	3.27	2.78	2.26
CONVENIENCE/GAS												
PM PRICE VALUE	47.55	36.96	26.27	36.81	9.58	9.83	9.30	8.36	2.62	1.96	1.30	2.00
CAMBRIDGE	-5.79	-10.45	-10.00	-1.24	2.49	2.49	2.44	2.72	-0.34	-0.56	-0.50	-0.14
ALPINE	-34.80	-23.09	-25.16	-8.61	0.54	0.53	0.53	0.62	-0.34	-0.23	-0.24	-0.09
BRISTOL	-47.88	-21.29	-21.95	-12.14	0.44	0.73	0.72	0.78	-0.46	-0.26	-0.26	-0.14
BUCKS	-20.78	-19.27	-25.80	48.89	0.47	0.45	0.47	0.50	-0.16	-0.16	-0.22	0.15
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	5.53	5.50	5.02	3.58	4.01	3.28	2.64	2.29
FOOD CONVENIENCE												
PM PRICE VALUE	99.50	86.92	92.84	75.78	7.75	6.91	7.00	5.67	3.35	2.67	2.96	2.36
CAMBRIDGE	-13.46	-13.43	-11.37	-2.86	1.52	1.46	1.53	1.73	-0.47	-0.47	-0.39	-0.14
ALPINE	-17.52	-25.76	-19.35	-18.08	0.40	0.37	0.39	0.44	-0.15	-0.20	-0.15	-0.13
BRISTOL	62.40	79.37	95.83	#N/A	0.49	0.48	0.51	0.58	0.15	0.17	0.22	0.30
BUCKS	13.06	-2.61	-2.95	95.41	0.56	0.45	0.44	0.47	0.00	-0.08	-0.06	0.22
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	4.72	4.08	4.08	2.58	3.67	3.28	3.37	2.16
GROCERY												
PM PRICE VALUE	42.11	48.04	48.46	57.98	9.64	9.72	9.59	8.22	3.36	3.45	3.43	3.11
CAMBRIDGE	-30.93	-19.64	-15.83	-6.50	1.82	2.10	2.16	2.36	-0.62	-0.39	-0.29	-0.12
ALPINE	-33.74	-36.14	-25.94	-8.98	0.60	0.59	0.66	0.77	-0.24	-0.29	-0.19	-0.06
BRISTOL	-10.62	-14.74	-14.35	20.40	0.90	0.97	0.97	1.04	-0.03	-0.12	-0.11	0.19
BUCKS	-13.98	-23.36	-26.41	62.43	0.65	0.55	0.52	0.59	-0.05	-0.13	-0.17	0.23
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	5.57	5.42	5.16	3.33	4.45	4.54	4.33	2.93
DRUG												
PM PRICE VALUE	9.17	5.55	5.04	8.03	6.69	6.32	6.11	5.57	1.14	0.56	0.52	0.38
CAMBRIDGE	-33.26	-26.94	-24.59	-7.12	2.22	2.37	2.39	2.76	-0.79	-0.64	-0.65	-0.23
ALPINE	-33.66	-16.62	-16.15	-7.86	0.73	0.76	0.76	0.80	-0.26	-0.14	-0.11	-0.07
BRISTOL	4.74	-1.20	-11.46	11.37	0.95	0.88	0.82	0.82	0.13	0.02	-0.07	0.06
BUCKS	29.91	-16.02	-24.23	59.66	0.58	0.36	0.34	0.34	0.18	-0.07	-0.09	0.12
PM BLACK & WHITE/PL	#N/A	#N/A	#N/A	#N/A	2.13	1.84	1.70	0.77	1.86	1.55	1.43	0.49

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NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY TRADE CLASS
REGION 4

APRIL 1992

	APR 1991	MAY 1991	JUN 1991	JUL 1991	AUG 1991	SEP 1991	OCT 1991	NOV 1991	DEC 1991	JAN 1992	FEB 1992	MAR 1992	APR 1992
SUPERMARKETS													
PM PRICE VALUE	7.66	7.46	7.45	7.16	7.51	7.14	7.57	8.05	8.29	8.45	8.87	9.02	9.68
CAMBRIDGE	4.17	4.01	3.98	3.87	4.10	3.72	4.09	4.25	4.22	3.97	4.26	3.96	3.83
ALPINE	0.99	0.98	0.90	0.90	0.91	0.95	0.91	0.91	0.94	0.93	0.96	0.95	0.98
BRISTOL	1.30	1.20	1.26	1.21	1.24	1.29	1.29	1.23	1.20	1.16	1.21	1.19	1.44
BUCKS	0.42	0.47	0.47	0.42	0.37	0.32	0.32	0.29	0.26	0.24	0.21	0.35	0.70
PM BLACK & WHITE/PL	0.50	0.54	0.61	0.53	0.63	0.62	0.74	1.14	1.47	1.98	2.04	2.39	2.53
TOTAL CONVENIENCE													
PM PRICE VALUE	6.47	7.53	7.36	9.39	6.77	6.59	6.45	7.08	7.62	7.65	9.14	9.37	9.21
CAMBRIDGE	2.67	2.81	2.68	2.78	2.65	2.58	2.37	2.48	2.89	2.20	2.36	2.20	2.30
ALPINE	0.62	0.74	0.67	0.62	0.64	0.57	0.63	0.57	0.61	0.50	0.52	0.47	0.51
BRISTOL	0.79	0.94	0.82	0.89	0.82	0.71	0.68	0.67	0.67	0.68	0.83	0.76	0.45
BUCKS	0.62	0.71	0.54	0.42	0.53	0.42	0.43	0.46	0.57	0.48	0.41	0.46	0.49
PM BLACK & WHITE/PL	1.39	2.14	2.48	4.50	2.00	2.13	2.21	2.77	2.80	3.68	4.91	5.34	5.37
CONVENIENCE/GAS													
PM PRICE VALUE	6.96	8.18	8.13	10.62	7.29	6.98	6.69	7.22	7.76	7.74	9.86	10.05	9.58
CAMBRIDGE	2.83	3.05	2.90	3.02	2.85	2.81	2.51	2.60	3.13	2.32	2.58	2.40	2.49
ALPINE	0.88	0.78	0.72	0.65	0.69	0.61	0.68	0.58	0.64	0.51	0.57	0.51	0.54
BRISTOL	0.90	1.02	0.90	0.99	0.87	0.70	0.67	0.67	0.69	0.70	0.92	0.83	0.44
BUCKS	0.63	0.75	0.51	0.41	0.55	0.39	0.42	0.47	0.60	0.50	0.41	0.48	0.47
PM BLACK & WHITE/PL	1.51	2.35	2.91	5.34	2.18	2.27	2.24	2.73	2.60	3.60	5.27	5.68	5.53
FOOD CONVENIENCE													
PM PRICE VALUE	4.40	4.90	4.58	4.52	4.75	4.99	5.54	6.48	7.02	7.28	6.29	6.65	7.75
CAMBRIDGE	2.00	1.86	1.89	1.75	1.86	1.69	1.81	1.92	1.88	1.73	1.49	1.36	1.52
ALPINE	0.55	0.55	0.48	0.47	0.44	0.42	0.43	0.53	0.45	0.46	0.37	0.34	0.40
BRISTOL	0.34	0.59	0.52	0.52	0.63	0.76	0.70	0.68	0.59	0.58	0.47	0.48	0.49
BUCKS	0.57	0.55	0.62	0.47	0.46	0.50	0.46	0.39	0.46	0.40	0.40	0.39	0.56
PM BLACK & WHITE/PL	0.85	1.29	0.94	1.22	1.31	1.57	2.08	2.91	3.61	4.05	3.48	4.00	4.72
GROCERY													
PM PRICE VALUE	6.28	6.53	6.90	7.35	7.58	7.96	7.62	8.56	8.53	9.22	9.62	9.89	9.64
CAMBRIDGE	2.44	2.30	2.44	2.55	2.48	2.42	2.35	2.45	2.54	2.42	2.29	2.18	1.82
ALPINE	0.83	0.79	0.84	0.87	0.80	0.80	0.83	0.83	0.80	0.86	0.62	0.55	0.60
BRISTOL	0.93	0.98	0.93	1.02	1.14	1.16	0.97	1.14	1.24	1.00	0.99	1.01	0.90
BUCKS	0.70	0.75	0.67	0.67	0.62	0.72	0.54	0.53	0.44	0.43	0.47	0.52	0.65
PM BLACK & WHITE/PL	1.13	1.40	1.80	2.08	2.45	2.74	2.84	3.50	3.42	4.40	5.12	5.55	5.57
DRUG													
PM PRICE VALUE	5.55	5.64	5.43	5.57	5.10	4.59	5.20	5.89	5.27	5.45	5.92	6.38	6.69
CAMBRIDGE	3.01	3.20	3.12	3.11	2.93	2.58	2.77	3.14	2.61	2.45	2.33	2.54	2.22
ALPINE	0.99	0.86	0.76	0.79	0.76	0.75	0.85	0.98	0.79	0.76	0.74	0.82	0.73
BRISTOL	0.82	0.79	0.85	0.94	0.80	0.68	0.78	0.86	0.87	0.64	0.89	0.80	0.95
BUCKS	0.40	0.51	0.43	0.38	0.31	0.28	0.26	0.27	0.25	0.22	0.20	0.37	0.56
PM BLACK & WHITE/PL	0.27	0.19	0.19	0.22	0.20	0.22	0.47	0.54	0.67	1.29	1.67	1.74	2.13

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NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY TRADE CLASS
REGION 5

APRIL 1992

	% VOLUME CHANGE VS. YEAR-AGO				SHARE OF MARKET				SHARE CHANGE VS. YEAR-AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
SUPERMARKETS												
PM PRICE VALUE	-19.68	-17.89	-15.68	-2.44	5.24	5.14	5.18	5.26	-0.14	-0.40	-0.33	0.28
CAMBRIDGE	-26.59	-22.31	-19.29	-7.07	3.53	3.54	3.60	3.73	-0.44	-0.49	-0.40	0.03
ALPINE	-32.15	-25.21	-20.28	-6.75	0.51	0.55	0.57	0.59	-0.11	-0.10	-0.07	0.01
BRISTOL	#N/A	#N/A	#N/A	#N/A	0.11	0.14	0.15	0.09	0.08	0.10	0.11	0.06
BUCKS	26.63	-7.68	-12.28	80.86	0.48	0.33	0.32	0.36	0.17	0.01	-0.01	0.18
PM BLACK & WHITE/PL	51.06	21.57	12.87	14.73	0.40	0.36	0.35	0.29	0.18	0.10	0.07	0.06
TOTAL CONVENIENCE												
PM PRICE VALUE	2.81	3.92	10.45	37.87	9.73	9.72	9.84	9.94	-0.24	-0.16	0.41	2.70
CAMBRIDGE	-21.72	-20.60	-17.54	-13.03	1.87	1.81	1.88	2.08	-0.65	-0.60	-0.53	-0.32
ALPINE	-41.50	-49.33	-49.53	-30.23	0.30	0.27	0.26	0.39	-0.24	-0.29	-0.30	-0.17
BRISTOL	-59.49	-58.41	-56.10	-54.59	0.21	0.20	0.19	0.33	-0.33	-0.30	-0.27	-0.40
BUCKS	-5.94	-17.22	-6.51	83.73	0.40	0.33	0.36	0.45	-0.05	-0.09	-0.05	0.20
PM BLACK & WHITE/PL	23.93	26.44	36.57	#N/A	6.92	7.07	7.09	6.64	1.04	1.16	1.59	3.44
CONVENIENCE/GAS												
PM PRICE VALUE	3.50	8.59	17.47	51.29	11.87	11.98	12.22	12.10	-0.12	0.14	1.18	4.06
CAMBRIDGE	-18.68	-16.26	-12.79	-7.15	2.17	2.07	2.17	2.34	-0.62	-0.58	-0.47	-0.19
ALPINE	-46.64	-54.21	-54.35	-33.72	0.29	0.26	0.27	0.39	-0.28	-0.35	-0.36	-0.20
BRISTOL	-92.51	-86.58	-84.46	-68.50	0.04	0.07	0.07	0.28	-0.51	-0.47	-0.41	-0.58
BUCKS	10.03	-0.59	12.62	#N/A	0.42	0.35	0.38	0.47	0.02	-0.03	0.02	0.26
PM BLACK & WHITE/PL	22.08	30.15	43.58	#N/A	8.91	9.21	9.30	8.57	1.28	1.62	2.43	4.61
FOOD CONVENIENCE												
PM PRICE VALUE	-0.43	-15.45	-17.22	-4.50	5.18	4.84	4.70	5.24	-0.38	-1.02	-1.28	-0.24
CAMBRIDGE	-31.21	-32.69	-31.24	-28.27	1.25	1.26	1.27	1.51	-0.69	-0.66	-0.68	-0.59
ALPINE	-27.86	-36.72	-36.18	-21.33	0.31	0.30	0.29	0.40	-0.15	-0.18	-0.19	-0.11
BRISTOL	16.16	17.97	13.40	-2.02	0.56	0.47	0.45	0.47	0.05	0.06	0.03	-0.01
BUCKS	-31.58	-41.91	-34.70	23.07	0.35	0.30	0.32	0.39	-0.19	-0.23	-0.20	0.07
PM BLACK & WHITE/PL	36.90	2.97	-3.64	22.66	2.67	2.48	2.34	2.45	0.62	0.01	-0.22	0.45
GROCERY												
PM PRICE VALUE	11.98	39.66	50.52	61.57	8.73	9.53	9.90	9.31	0.19	2.27	3.01	3.51
CAMBRIDGE	-17.65	-16.34	-16.09	-6.69	2.25	2.11	2.20	2.47	-0.74	-0.64	-0.55	-0.19
ALPINE	-2.72	10.28	8.87	1.13	0.70	0.74	0.75	0.69	-0.09	0.03	0.03	0.00
BRISTOL	#N/A	#N/A	#N/A	#N/A	1.40	1.20	1.21	0.54	1.28	1.13	1.15	0.47
BUCKS	-8.18	4.48	13.60	#N/A	0.45	0.47	0.50	0.55	-0.09	-0.01	0.04	0.32
PM BLACK & WHITE/PL	8.27	87.77	93.56	#N/A	3.77	4.83	5.08	4.88	-0.04	1.77	2.33	2.94
DRUG												
PM PRICE VALUE	-31.87	-17.67	-11.74	14.15	2.65	3.01	3.05	3.21	-0.71	-0.30	-0.03	0.60
CAMBRIDGE	-39.36	-18.28	-14.66	5.27	1.47	1.71	1.72	1.87	-0.62	-0.18	-0.08	0.22
ALPINE	-41.61	-29.00	-26.49	-2.52	0.32	0.39	0.38	0.41	-0.15	-0.11	-0.08	0.02
BRISTOL	#N/A	#N/A	#N/A	#N/A	0.12	0.11	0.11	0.06	0.08	0.10	0.10	0.05
BUCKS	-21.41	-29.43	-24.13	62.10	0.23	0.25	0.25	0.30	-0.02	-0.07	-0.04	0.13
PM BLACK & WHITE/PL	-15.65	-24.49	2.03	44.30	0.30	0.29	0.37	0.39	-0.01	-0.06	0.05	0.14

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NEW GEOGRAPHY

NEW NIELSEN
PRICE VALUE
PERFORMANCE BY TRADE CLASS
REGION 5

APRIL 1992

	APR 1991	MAY 1991	JUN 1991	JUL 1991	AUG 1991	SEP 1991	OCT 1991	NOV 1991	DEC 1991	JAN 1992	FEB 1992	MAR 1992	APR 1992
SUPERMARKETS													
PM PRICE VALUE	5.39	5.29	5.81	5.52	5.18	5.17	5.06	5.25	5.12	5.30	5.06	5.13	5.24
CAMBRIDGE	3.97	3.81	4.19	3.89	3.64	3.77	3.57	3.79	3.69	3.80	3.59	3.49	3.53
ALPINE	0.62	0.54	0.60	0.60	0.61	0.62	0.58	0.60	0.58	0.63	0.58	0.57	0.51
BRISTOL	0.03	0.04	0.04	0.06	0.07	0.07	0.06	0.08	0.10	0.16	0.16	0.16	0.11
BUCKS	0.31	0.47	0.45	0.43	0.41	0.35	0.33	0.30	0.27	0.27	0.26	0.27	0.48
PM BLACK & WHITE/PL	0.22	0.24	0.31	0.30	0.24	0.17	0.31	0.30	0.30	0.25	0.26	0.45	0.40
TOTAL CONVENIENCE													
PM PRICE VALUE	9.97	10.52	10.19	9.55	9.83	9.95	9.09	9.97	10.91	10.18	10.51	8.99	9.73
CAMBRIDGE	2.52	2.20	2.60	2.05	2.25	2.17	1.92	1.86	2.41	2.09	1.81	1.75	1.87
ALPINE	0.53	0.56	0.55	0.41	0.38	0.44	0.46	0.36	0.43	0.30	0.22	0.29	0.30
BRISTOL	0.54	0.56	0.57	0.56	0.30	0.29	0.29	0.39	0.21	0.17	0.24	0.14	0.21
BUCKS	0.44	0.70	0.49	0.42	0.45	0.54	0.43	0.42	0.47	0.43	0.33	0.27	0.40
PM BLACK & WHITE/PL	5.88	6.39	5.91	6.03	6.40	6.47	5.94	6.89	7.35	7.15	7.88	6.50	6.92
CONVENIENCE/GAS													
PM PRICE VALUE	11.99	12.80	12.08	11.43	12.06	11.97	11.15	11.84	13.03	12.93	13.15	11.08	11.87
CAMBRIDGE	2.79	2.39	2.98	2.21	2.52	2.42	2.12	2.03	2.77	2.46	2.03	2.00	2.17
ALPINE	0.56	0.61	0.57	0.40	0.35	0.43	0.44	0.36	0.46	0.31	0.18	0.29	0.29
BRISTOL	0.55	0.59	0.61	0.64	0.22	0.27	0.21	0.30	0.03	0.08	0.14	0.03	0.04
BUCKS	0.40	0.76	0.50	0.42	0.44	0.60	0.47	0.42	0.52	0.45	0.34	0.30	0.42
PM BLACK & WHITE/PL	7.63	8.32	7.32	7.64	8.47	8.18	7.84	8.70	9.20	9.59	10.43	8.43	8.91
FOOD CONVENIENCE													
PM PRICE VALUE	5.56	5.43	6.18	5.50	5.46	5.08	4.95	5.76	5.92	4.29	5.18	4.15	5.18
CAMBRIDGE	1.94	1.78	1.78	1.69	1.72	1.54	1.50	1.49	1.55	1.30	1.37	1.17	1.25
ALPINE	0.46	0.46	0.51	0.43	0.45	0.45	0.50	0.41	0.37	0.28	0.28	0.30	0.31
BRISTOL	0.51	0.51	0.50	0.40	0.46	0.33	0.44	0.59	0.63	0.38	0.46	0.39	0.56
BUCKS	0.54	0.54	0.46	0.40	0.45	0.42	0.35	0.44	0.36	0.38	0.33	0.22	0.35
PM BLACK & WHITE/PL	2.06	2.07	2.86	2.55	2.37	2.31	2.11	2.82	3.00	1.93	2.72	2.03	2.67
GROCERY													
PM PRICE VALUE	8.54	7.96	9.84	8.21	9.22	8.88	9.10	9.31	9.82	11.10	9.95	9.96	8.73
CAMBRIDGE	3.00	2.65	3.01	2.54	2.62	2.41	2.59	2.37	2.59	2.48	2.34	1.74	2.25
ALPINE	0.79	0.78	0.67	0.72	0.63	0.54	0.66	0.65	0.65	0.75	0.76	0.77	0.70
BRISTOL	0.13	0.12	0.15	0.13	0.09	0.11	0.12	0.34	0.79	1.23	1.11	1.06	1.40
BUCKS	0.54	0.75	0.64	0.59	0.55	0.47	0.55	0.52	0.56	0.59	0.54	0.43	0.45
PM BLACK & WHITE/PL	3.82	3.42	5.18	4.08	5.16	5.13	5.05	5.24	5.09	5.86	4.99	5.79	3.77
DRUG													
PM PRICE VALUE	3.37	3.44	3.30	3.83	3.19	3.50	3.38	3.01	2.72	3.17	3.15	3.25	2.65
CAMBRIDGE	2.09	1.97	1.77	2.21	1.87	2.19	1.89	1.98	1.66	1.73	1.86	1.83	1.47
ALPINE	0.48	0.49	0.37	0.32	0.49	0.56	0.58	0.28	0.32	0.34	0.42	0.44	0.32
BRISTOL	0.03	0.06	0.02	0.05	0.05	0.04	0.01	0.01	0.07	0.11	0.13	0.09	0.12
BUCKS	0.26	0.35	0.39	0.35	0.31	0.35	0.35	0.29	0.24	0.25	0.29	0.24	0.23
PM BLACK & WHITE/PL	0.30	0.43	0.66	0.49	0.36	0.26	0.33	0.33	0.36	0.62	0.22	0.35	0.30

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